GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3530
ANSWERED ON:07.12.2016
Revamp of Doordarshan
Venugopal Shri K. C.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has taken/ propose to take any measures to transform and revamp Doordarshan into a leading public broadcaster;
(b) if so, the details thereof;
(c) the action taken by the Government to develop Doordarshan into a powerful and commercially successful organisation of mass communication in the country; and
(d) whether Government will take professional assistance from private players in this regard and if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)
(a) to (d): Prasar Bharati has informed that transformation and revamping of different channels of Doordarshan is a continuous process which is undertaken from time to time to meet the demands of its viewers and fulfil the mandate of Doordarshan as a Public Service Broadcaster. Professional assistance is also taken as and when required. Plan for procuring capital assets for improving the facilities in studios have been approved and programmes are regularly reviewed to improve channel standards.
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